Year-ending 1996 Sales (MSA Shipment Volumes)

Philip Morris USA
CONFIDENTIAL

BW=Brown Williamson, CW=Commonwealth, LG=Liggett, LO=Lorillard, PM=Philip Morris, RJR=Reynolds

Rank	Cl	Manufacturer	Brand	Millions	Billions	Share (%)
1	X	PM	Marlboro KSF B 80MM	37974827008	37.97	7.86
2		PM	Marlboro Lt KSF B	37483462656	37.48	7.76
3	X	PM	Marlboro KSF	17326218240	17.33	3.59
4	X	PM	Marlboro Lt KSF	16672181632	16.67	3.45
5		PM	Marlboro Lt 100 B	11718164544	11.72	2.42
6	X	LO	Newport KSF M B 80mm	9971735360	9.97	2.06
7	X	LO	Newport KSF M	8164088704	8.16	1.69
8	X	RJR	Winston KSF	8038062528	8.04	1.66
9	X	PM	Marlboro 100 B	7641810048	7.64	1.58
10	X	PM	Marlboro Lt 100	7250249056	7.25	1.50
11	X	BW	Kool KSF M	6885278656	6.89	1.42
12	X	RJR	Doral Lt 100 Dsct	5691518400	5.69	1.18
13		PM	Marlboro 100	4567490016	4.57	0.95
14		RJR	Camel Lt KSF B	4546366848	4.55	0.94
15	X	RJR	Winston Lt KSF	4290489440	4.29	0.89
16		BW	Pall Mall KS NF	4198194432	4.20	0.87
17	X	PM	Marlboro Medium KSF B	4141177184	4.14	0.86
18	X	RJR	Doral 100 Dsct	4032700288	4.03	0.83
19	X	BW	GPC 100	3968631168	3.97	0.82
20	X	RJR	Salem KSF M	3939601472	3.94	0.82
21		LO	Newport 100 M	3755613696	3.76	0.78
22	X	RJR	Salem Lt KSF M	3721484096	3.72	0.77
23	X	PM	Basic Lt 100	3711625840	3.71	0.77
24	X	RJR	Doral Ult 100 Dsct	3685186080	3.69	0.76
25	X	LO	Newport 100 M B	3565252912	3.57	0.74
26	X	RJR	Camel Lt KSF	3353627040	3.35	0.69
27	X	BW	GPC KSF	3265461040	3.27	0.68
28	X	PM	Basic 100	3264589632	3.26	0.68
29		RJR	Camel 70 NF	3253831648	3.25	0.67
30	X	RJR	Doral Lt KSF Dsct (2)	3154866480	3.15	0.65
31	X	RJR	Camel KSF B	3137127056	3.14	0.65
32	X	RJR	Camel KSF	2986976256	2.99	0.62
33	X	RJR	Winston 100	2948139424	2.95	0.61
34	X	RJR	Doral Lt 100 M Dsct	2832245248	2.83	0.59
35	X	BW	Kool 100 M	2831330336	2.83	0.59
36	X	BW	GPC Lt 100	2784417200	2.78	0.58
37	X	RJR	Winston Lt 100	2690013824	2.69	0.56
38	X	BW	GPC Ult 100	2665878240	2.67	0.55
39	X	RJR	Doral KSF Dsct	2592443232	2.59	0.54
40	X	PM	Basic KSF	2592212256	2.59	0.54
41	X	PM	Basic Lt KSF	2566468464	2.57	0.53
42	X	RJR	Salem Lt 100 M	2525675040	2.53	0.52
43	X	PM	Basic Ult 100	2467458432	2.47	0.51
44	X	RJR	Salem 100 M	2432837632	2.43	0.50
45	X	PM	Basic Lt 100 M	2400249616	2.40	0.50
46		BW	Kool KSF M B	2244539440	2.24	0.46
47	X	PM	B&H 100 M	2182475600	2.18	0.45
48	X	PM	Marlboro Lt KSF M B	2039071112	2.04	0.42
49	X	PM	B&H Dlx Ult 100 B	2000529056	2.00	0.41
50	X	BW	Kool Mld KSF M	1997809520	2.00	0.41
51		BW	GPC KSF B	1938664576	1.94	0.40
52	X	RJR	Vantage Lt KSF	1901467440	1.90	0.39
53		BW	GPC 100 B	1886465040	1.89	0.39
54	X	BW	GPC Lt 100 M	1877289040	1.88	0.39
55	X	PM	Parliament Lt KSF B 80MM	1866550192	1.87	0.39
56		RJR	Pvt Lbl RJR 100	1840083632	1.84	0.38
57	X	BW	GPC Lt KSF	1780288208	1.78	0.37
58		RJR	Winston KSF B	1748338216	1.75	0.36
59	X	PM	Merit Ult KSF	1721517968	1.72	0.36
60	X	RJR	Salem Slm Lt 100 M B	1704758048	1.70	0.35

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61	X	PM	B&H Dlx Ult 100 M B	1660325024	1.66	0.34
62	X	RJR	Doral 100 M Dsct	1632913824	1.63	0.34
63	X	PM	V Slims Lt 100 M B	1632413832	1.63	0.34
64	X	RJR	Salem Ult 100 M	1616360208	1.62	0.33
65		RJR	Pvt Lbl RJR Lt 100	1602608000	1.60	0.33
66	X	LO	Newport Lt KSF M B Ck 80MM	1577125016	1.58	0.33
67	X	PM	Cambridge Lt 100 Dsct	1540567376	1.54	0.32
68	X	PM	Merit Lt KSF	1531012464	1.53	0.32
69		BW	Carlton Ult 100 B	1522591160	1.52	0.32
70		PM	Marlboro Medium KSF	1521539408	1.52	0.31
71	A	BW	Viceroy Dsct KSF	1508102192	1.51	0.31
72	X	PM	B&H 100	1502741616	1.50	0.31
73	X	PM	Merit Ult 100	1496415216	1.50	0.31
74		BW	GPC 100 M	1477882200	1.48	0.31
75	X	PM	V Slims 100	1475954584	1.48	0.31
76	X	BW	Carlton Ult 100	1458223800	1.46	0.30
77	X	PM	V Slims Lt 100 B	1456651208	1.46	0.30
78	X	PM	Merit Lt 100	1447230696	1.45	0.30
79	X	PM	V Slims Ult 100 B	1447026584	1.45	0.30
80	X	PM	Marlboro KSF M	1420648344	1.42	0.29
81		RJR	Pvt Lbl RJR Ult 100	1399582600	1.40	0.29
82	X	PM	V Slims 100 M	1352606480	1.35	0.28
83		PM	Marlboro Medium 100 B	1334489200	1.33	0.28
84	X	RJR	Doral Lt KSF M Dsct (2)	1332897800	1.33	0.28
85	X	PM	V Slims Lt 120 B	1331622144	1.33	0.28
86		BW	Misty Slm Lt 120 B	1318506504	1.32	0.27
87		BW	Misty Slm Lt 120 M B	1298713744	1.30	0.27
88	X	PM	Basic Lt KSF M	1292114000	1.29	0.27
89	X	PM	B&H Lt 100 M	1275732000	1.28	0.26
90	X	PM	Parliament Lt 100 (C)	1251998800	1.25	0.26
91		PM	Marlboro Lt 100 M B	1228900344	1.23	0.25
92		PM	V Slims Ult 100 M B	1227028144	1.23	0.25
93		RJR	Pvt Lbl RJR Lt 100 M	1215995200	1.22	0.25
94		PM	Merit Ult KSF B	1215721984	1.22	0.25
95	X	PM	Basic Ult KSF	1212398800	1.21	0.25
96	X	RJR	Doral Ult KSF Dsct	1173441600	1.17	0.24
97		RJR	Salem Ult KSF M	1153730000	1.15	0.24
98		BW	Misty Slm Lt 100 M B	1143968568	1.14	0.24
99		BW	Lucky Strike 70 NF	1125778400	1.13	0.23
100	X	PM	Cambridge Ult 100 Dsct	1109473168	1.11	0.23
101		BW	GPC Lt 100 B	1076977800	1.08	0.22
102	X	PM	B&H Lt 100	1076890800	1.08	0.22
103	X	BW	Carlton Ult KSF	1075251200	1.08	0.22
104		RJR	Pvt Lbl RJR KSF	1072704800	1.07	0.22
105	X	BW	Misty Slm Lt 100 B	1051759544	1.05	0.22
106		BW	GPC KS NF	1041510040	1.04	0.22
107		BW	GPC Ult KSF	1037268800	1.04	0.21
108		BW	Viceroy Dsct 100	1009278800	1.01	0.21
109		RJR	Winston Lt KSF B	999285200	1.00	0.21
110	X	RJR	Doral KSF M Dsct	983321400	0.98	0.20
111		LO	Newport Lt KSF M Ck	982348400	0.98	0.20
112	X	PM	Cambridge Lt KSF Dsct	978866564	0.98	0.20
113	X	RJR	Now 100	977433200	0.98	0.20
114	X	LO	Kent Lt KSF	970144400	0.97	0.20
115		PM	V Slims Lt 120 M B	936807328	0.94	0.19
116		RJR	Camel Wide 79 B	930601200	0.93	0.19
117	X	RJR	Vantage Lt 100	927667000	0.93	0.19
118	X	BW	GPC Lt KSF M	919440000	0.92	0.19
119		BW	GPC Lt KSF B	916897928	0.92	0.19
120	X	RJR	Winston Ult 100	914609600	0.91	0.19

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121	X	PM	Cambridge 100 Dsct	901030524	0.90	0.19
122		RJR	Camel Lt 100	877621600	0.88	0.18
123		PM	Basic KSF B	870295104	0.87	0.18
124		RJR	Winston Ult KSF	865242800	0.87	0.18
125		BW	Pvt Lbl B&W 100	861946584	0.86	0.18
126		BW	Misty Slm Ult 100 M B	861309580	0.86	0.18
127		PM	Merit Lt KSF B	853742600	0.85	0.18
128	X	RJR	More 120	849410200	0.85	0.18
129	X	PM	Cambridge Lt 100 M Dsct	843029200	0.84	0.17
130	X	BW	Capri Lt 97 B	839036800	0.84	0.17
131		BW	Kool 100 M B	835773680	0.84	0.17
132	X	RJR	More 120 M	835283200	0.84	0.17
133		LG	Pvt Lbl Lig 100	824175800	0.82	0.17
134		BW	GPC KSF M	806130400	0.81	0.17
135		BW	Tareyton KSF (C)	802453200	0.80	0.17
136		RJR	Vantage Ult KSF	797477800	0.80	0.17
137		BW	Tareyton 100 (C)	793276344	0.79	0.16
138		BW	Pall Mall 100	789713800	0.79	0.16
139		PM	Basic Lt KSF B	772609200	0.77	0.16
140	X	RJR	Vantage Ult 100	766447600	0.77	0.16
141		LG	Pvt Lbl Lig Lt 100	759719200	0.76	0.16
142	X	LO	Kent Lt 100	757727600	0.76	0.16
143		BW	Misty Slm Ult 100 B	756306120	0.76	0.16
144		BW	Pvt Lbl B&W Lt 100	752392700	0.75	0.16
145		RJR	Pvt Lbl RJR Lt KSF	738993800	0.74	0.15
146	X	BW	Montclair Dsct B&W Lt 100	731633784	0.73	0.15
147	X	LO	True Ult KSF	731232000	0.73	0.15
148		LG	Pvt Lbl Lig Ult 100	722986000	0.72	0.15
149	X	RJR	Winston Select KSF	701859600	0.70	0.15
150		BW	Kool Mld KSF M B	691475600	0.69	0.14
151		LO	Old Gold KSF Dsct	679977000	0.68	0.14
152		LO	Kent III 100	668225400	0.67	0.14
153		RJR	Now 100 M	662256400	0.66	0.14
154	X	PM	Basic 100 M	660168000	0.66	0.14
155		PM	Marlboro Medium 100	653384680	0.65	0.14
156		BW	Capri Lt 120 B	646859000	0.65	0.13
157		BW	Capri Lt 97 M B	644244600	0.64	0.13
158		BW	Pvt Lbl B&W KSF	634568800	0.63	0.13
159	X	BW	Montclair Dsct B&W 100	630540600	0.63	0.13
160		PM	Merit Ult 100 B	608599820	0.61	0.13
161		BW	Carlton Ult 100 M	607974400	0.61	0.13
162		LO	True Lt 100	606972000	0.61	0.13
163		PM	Marlboro KSF 25 8Pk	597860940	0.60	0.12
164		PM	Marlboro B/W Ult KSF B	595771160	0.60	0.12
165		PM	Basic KS NF	594101120	0.59	0.12
166	X	BW	Montclair Dsct B&W Ult 100	586856200	0.59	0.12
167		LG	Pvt Lbl Lig Lt 100 M	584921800	0.58	0.12
168	X	PM	Cambridge KSF Dsct	577102300	0.58	0.12
169		BW	Kool Mld 100 M	560129400	0.56	0.12
170		BW	Carlton Ult 120	559524400	0.56	0.12
171		RJR	Camel Wide Lt 79 B	537821200	0.54	0.11
172		LO	Kent III KSF	523553200	0.52	0.11
173		BW	Pvt Lbl B&W Ult 100	522005800	0.52	0.11
174		LO	Kent Golden Lt KSF	514979200	0.51	0.11
175		BW	Pvt Lbl B&W Lt 100 M	510870760	0.51	0.11
176		PM	Merit Ult KSF M	503558740	0.50	0.10
177		RJR	Doral Lt 83 B Dsct	503067400	0.50	0.10
178		RJR	Winston Select KSF B	501608000	0.50	0.10
179		BW	Capri Lt 120 M B	492515380	0.49	0.10
180		PM	Marlboro KSF M B	484777640	0.48	0.10

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Rank	Cl	Manufacturer	Brand	Millions	Billions	Share (%)
181		RJR	Pvt Lbl RJR Lt KSF M	480769600	0.48	0.10
182		BW	GPC Ult 100 M	479713760	0.48	0.10
183		LO	Kent Golden Lt 100	472505800	0.47	0.10
184	X	RJR	Monarch Lt 100	471022400	0.47	0.10
185		PM	Parliament Lt KSF	466704800	0.47	0.10
186		BW	Pvt Lbl B&W Lt KSF	460989800	0.46	0.10
187		PM	Merit Ult 100 M	451959980	0.45	0.09
188		RJR	Doral 83 B Dsct	450627200	0.45	0.09
189		PM	V Slims Sslm 100 M B	449774640	0.45	0.09
190	A	LG	Eve Lt 120 B	444531300	0.44	0.09
191		RJR	Camel Spcl Lt KSF B	440709800	0.44	0.09
192		RJR	Camel Spcl Lt 100 B	434664400	0.43	0.09
193		PM	Alpine Dsct Lt 100 M	431176540	0.43	0.09
194		PM	B&H 100 B	430978780	0.43	0.09
195		RJR	Pvt Lbl RJR Ult KSF	426543000	0.43	0.09
196	X	RJR	Monarch Lt 100 M	423168000	0.42	0.09
197	X	PM	Basic KSF M	418388880	0.42	0.09
198	X	RJR	Monarch Ult 100	417412800	0.42	0.09
199	X	RJR	Winston Select Lt KSF	411040000	0.41	0.09
200		LO	Old Gold 100 Dsct	402515800	0.40	0.08
201		PM	B&H 100 M B	397825000	0.40	0.08
202		PM	Marlboro B/W Ult 100 B	397114760	0.40	0.08
203	A	LG	L&M KSF (1)	392763020	0.39	0.08
204		RJR	Pvt Lbl RJR 100 M	386937600	0.39	0.08
205		PM	Marlboro Lt KSF 25 8Pk	384893780	0.38	0.08
206		BW	Viceroy Dsct Lt 100	384615180	0.38	0.08
207		BW	Montclair Dsct B&W Lt 100 M	379689600	0.38	0.08
208	X	RJR	Monarch 100	377411200	0.38	0.08
209		LG	Pvt Lbl Lig KSF	372792000	0.37	0.08
210		RJR	Camel 100	371115800	0.37	0.08
211		RJR	Winston Lt 100 B	364259000	0.36	0.08
212		RJR	Vantage Lt KSF M	359063200	0.36	0.07
213		LO	True Ult 100 M	357708000	0.36	0.07
214		LO	Style Lt 100	351917800	0.35	0.07
215		PM	Basic KSF M B	343190604	0.34	0.07
216		LO	True Ult KSF M	341921800	0.34	0.07
217		RJR	Now KSF	341731400	0.34	0.07
218		LO	Style Lt 100 M	335808000	0.34	0.07
219		LG	Pvt Lbl Lig Lt KSF	327366560	0.33	0.07
220		BW	Viceroy Dsct Lt KSF	326349180	0.33	0.07
221		PM	Saratoga Lt 120 B	322515900	0.32	0.07
222		RJR	Winston Select Lt 100	315959800	0.32	0.07
223		RJR	Pvt Lbl RJR KS NF	314554000	0.31	0.07
224		BW	Kool Lt KSF M (1)	314145200	0.31	0.07
225		LO	Newport Lt 100 M B Ck	312161800	0.31	0.06
226		BW	Carlton Ult KSF M	308528800	0.31	0.06
227		RJR	Winston Select Lt KSF B	302018000	0.30	0.06
228		BW	Belair Prem Lt KSF M	300843160	0.30	0.06
229		LG	Chesterfield KS NF	298453200	0.30	0.06
230		LO	Newport Lt 100 M Ck	296063200	0.30	0.06
231	X	PM	Cambridge Lt KSF M Dsct	292788980	0.29	0.06
232		BW	Capri Ult 100 B	290379400	0.29	0.06
233		PM	Merit Ultima 100	288373000	0.29	0.06
234	R	RJR	Best Value 100	286262800	0.29	0.06
235		BW	Pvt Lbl B&W KS NF	285409200	0.29	0.06
236		PM	B&H Lt 100 M B (2)	284163000	0.28	0.06
237	X	RJR	Camel Spcl Lt KSF	279656400	0.28	0.06
238		PM	Alpine Dsct 100 M	274835980	0.27	0.06
239		PM	Merit Lt KSF M	268147900	0.27	0.06
240		PM	V Slims Sslm 100 B	264748800	0.26	0.05

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241		BW	Montclair Dsct B&W Lt KSF	264519600	0.26	0.05
242		RJR	Monarch 100 M	262800000	0.26	0.05
243		PM	Marlboro Lt KSF M (2)	261014800	0.26	0.05
244		PM	Merit Ultima KSF	259353180	0.26	0.05
245		BW	Kool Lt 100 M (1)	254876400	0.25	0.05
246		PM	Alpine Dsct Lt KSF M	253116480	0.25	0.05
247		LG	Pyramid Lt 100	251979000	0.25	0.05
248		BW	Montclair Dsct B&W KSF	247768600	0.25	0.05
249		PM	Merit Lt 100 M	245442840	0.25	0.05
250		RJR	Pvt Lbl RJR KSF M	245360200	0.25	0.05
251		LG	Eve Lt 120 M B	242781200	0.24	0.05
252		RJR	Doral KS NF Dsct	241954000	0.24	0.05
253		LO	Old Gold Lt 100 Dsct	239480800	0.24	0.05
254		BW	Pvt Lbl B&W 100 M Ck	239197980	0.24	0.05
255		LG	Pyramid Ult 100	238991600	0.24	0.05
256		BW	Carlton Ult 120 M	236814000	0.24	0.05
257		LO	Old Gold Lt KSF Dsct	234963000	0.23	0.05
258	X	RJR	Monarch Lt KSF	231659800	0.23	0.05
259		PM	Marlboro Lt 100 M (2)	230842400	0.23	0.05
260		PM	Cambridge Lowest 100 Dsct	230050580	0.23	0.05
261		RJR	Pvt Lbl RJR KSF B	230045200	0.23	0.05
262		LG	Eve Ult 120 B	228164800	0.23	0.05
263		RJR	Century Lt 100 25	225363000	0.23	0.05
264		BW	Pvt Lbl B&W Lt KSF M	225146600	0.23	0.05
265		PM	B&H Lt 100 B (2)	224649000	0.22	0.05
266		LO	Old Gold KSF B Dsct	224068000	0.22	0.05
267		PM	Merit Ultima KSF B	223313500	0.22	0.05
268		LG	Pvt Lbl Lig KS NF	222069800	0.22	0.05
269		BW	Carlton Ult 100 M B	221710400	0.22	0.05
270		PM	Best Buy 100 M	220786400	0.22	0.05
271		PM	Merit Ultima 100 B	219854580	0.22	0.05
272		PM	Best Buy 100	216069200	0.22	0.04
273		LO	Harley Davidson KSF B	215728600	0.22	0.04
274		RJR	Camel Ult KSF	215565600	0.22	0.04
275		RJR	Camel KSF M B	214793800	0.21	0.04
276		RJR	Camel Lt KSF M B	213707800	0.21	0.04
277		BW	Kool Ult 100 M (1)	213420000	0.21	0.04
278		BW	Kool Ult KSF M (1)	211367200	0.21	0.04
279	X	RJR	Monarch KSF	210877400	0.21	0.04
280		BW	Misty Slm 100 B	210353580	0.21	0.04
281		RJR	More Wt Lt 120	204428800	0.20	0.04
282	R	RJR	Best Value Lt 100 M	203892200	0.20	0.04
283		PM	Alpine Dsct KSF M	200031080	0.20	0.04
284	R	RJR	Best Value KSF	199051800	0.20	0.04
285		BW	Capri Ult 100 M B	198989600	0.20	0.04
286		BW	Raleigh KSF	198015000	0.20	0.04
287		LG	Pyramid 100	194938800	0.19	0.04
288	R	RJR	Best Value Lt 100	193299400	0.19	0.04
289	R	RJR	Best Value Ult 100	193267800	0.19	0.04
290		BW	Barclay Ult KSF (1)	190626000	0.19	0.04
291		BW	Pvt Lbl B&W KSF B	189522400	0.19	0.04
292		RJR	Camel Ult KSF B	187278400	0.19	0.04
293		PM	Genco 100	185796400	0.19	0.04
294		BW	Misty Slm 100 M B	179038180	0.18	0.04
295		RJR	Winston Select Slm Lt 100 B	178054800	0.18	0.04
296	X	RJR	Monarch Lt KSF M	175992000	0.18	0.04
297		LO	Newport 100 M 25 8Pk	175781400	0.18	0.04
298		BW	Viceroy Dsct KSF B	175221000	0.18	0.04
299		BW	GPC Ult KSF M	173684800	0.17	0.04
300		BW	Belair Prem Lt 100 M	172910800	0.17	0.04

Source: https://www.industrydocuments.ucsf.edu/docs/tymk0001

Year-ending 1996 Sales (MSA Shipment Volumes)

BW=Brown Williamson, CW=Commonwealth, LG=Liggett, LO=Lorillard, PM=Philip Morris, RJR=Reynolds

Rank	Cl	Manufacturer	Brand	Millions	Billions	Share (%)
301		LO	Harley Davidson KSF	172092000	0.17	0.04
302		RJR	Salem Lt 100 M B	171917800	0.17	0.04
303		LO	Style Lt 100 B	168390000	0.17	0.03
304		LO	Style Lt 100 M B	166026000	0.17	0.03
305		PM	Parliament Lt KSF M B	165760800	0.17	0.03
306		BW	Pvt Lbl B&W KSF M Ck	162376200	0.16	0.03
307		LG	Pvt Lbl Lig Lt KSF M	160044000	0.16	0.03
308		PM	Genco Ult 100	159679200	0.16	0.03
309		LO	Newport KSF M 25 8Pk	157643600	0.16	0.03
310		PM	Genco KSF	153852400	0.15	0.03
311		RJR	Pvt Lbl RJR Lt KSF B	153074400	0.15	0.03
312		RJR	Monarch Ult KSF	152664000	0.15	0.03
313		LG	Pyramid KS NF	151991200	0.15	0.03
314		RJR	More Lt 120	151382600	0.15	0.03
315		PM	Premium Buy 100	148779600	0.15	0.03
316		PM	Saratoga Lt 120 M B	148336200	0.15	0.03
317		RJR	Camel Ult 100 B	148143400	0.15	0.03
318		LG	Class A Lt 100	146628000	0.15	0.03
319		PM	Best Buy KSF	145400900	0.15	0.03
320		BW	Pvt Lbl B&W Lt KSF B	142913460	0.14	0.03
321		RJR	Vantage Ult 100 B	140391400	0.14	0.03
322		BW	Raleigh 100	139764800	0.14	0.03
323		BW	Raleigh Extra 100	139399200	0.14	0.03
324		PM	Genco Lt 100	138303600	0.14	0.03
325		RJR	Vantage Ult KSF B	136718400	0.14	0.03
326		BW	Barclay Ult 100 (1)	134327200	0.13	0.03
327		RJR	Now KSF M	133733200	0.13	0.03
328		BW	Raleigh Extra Lt 100	133342000	0.13	0.03
329		LG	Class A Ult 100	133134000	0.13	0.03
330		RJR	More Wt Lt 120 M	131728800	0.13	0.03
331		LG	Eve Ult 120 M B	130356200	0.13	0.03
332		LO	Style Slm Lt 100 M B	129036000	0.13	0.03
333		RJR	Century 100 25	126839250	0.13	0.03
334		RJR	Camel 99 B	125751400	0.13	0.03
335		BW	Raleigh Extra KSF	125505000	0.13	0.03
336		LG	Pyramid Lt 100 M	123544600	0.12	0.03
337		PM	Genco Lt KSF	122208600	0.12	0.03
338		BW	Pvt Lbl B&W Ult KSF	121182560	0.12	0.03
339		PM	Best Buy Lt 100	119749600	0.12	0.02
340		LG	Pyramid Lt KSF	119301800	0.12	0.02
341		BW	Montclair Dsct B&W Lt KSF M	118978600	0.12	0.02
342		RJR	Doral Lt 100 B Dsct	118235400	0.12	0.02
343		Commonwealth	Montclair CW Lt 100	116826200	0.12	0.02
344		LO	Style Slm Lt 100 B	114972000	0.11	0.02
345	R	RJR	Best Value Lt KSF	113912400	0.11	0.02
346		LO	Harley Davidson Lt KSF B	113796000	0.11	0.02
347	X	RJR	Monarch KSF M	111084000	0.11	0.02
348		LG	Class A Lt 100 M	110484000	0.11	0.02
349		BW	Carlton Ult 83 B	110300400	0.11	0.02
350		RJR	Vantage Lt 100 M	109365400	0.11	0.02
351		RJR	Doral 100 B Dsct	108909000	0.11	0.02
352		LG	Class A Lt KSF	108708000	0.11	0.02
353		PM	Premium Buy Lt 100	108101000	0.11	0.02
354		BW	Montclair Dsct B&W Ult KSF	107642000	0.11	0.02
355		LO	Maverick Spcl KSF	107496000	0.11	0.02
356		LG	Lark KSF (C)	107159200	0.11	0.02
357		LO	Maverick Spcl 100	106650000	0.11	0.02
358		LG	Lark Lt KSF (3)	105803000	0.11	0.02
359		LO	Max 120	105569800	0.11	0.02
360		PM	Premium Buy Ult 100	103962600	0.10	0.02

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Year-ending 1996 Sales (MSA Shipment Volumes)

BW=Brown Williamson, CW=Commonwealth, LG=Liggett, LO=Lorillard, PM=Philip Morris, RJR=Reynolds

Rank	Cj	Manufacturer	Brand	Millions	Billions	Share (%)
361		LG	Pyramid KSF	103751800	0.10	0.02
362		LG	Lark Lt 100 (2)	101915800	0.10	0.02
363		PM	Best Buy Ult 100	101634000	0.10	0.02
364		RJR	More Lt 120 M	100388800	0.10	0.02
365		PM	Genco Lt 100 M	99447400	0.10	0.02
366		PM	Genco Ult KSF	99095800	0.10	0.02
367		Commonwealth	Montclair CW 100	98170400	0.10	0.02
368		LO	Harley Davidson Lt KSF	97344000	0.10	0.02
369		LO	Maverick Spcl KSF B	96756000	0.10	0.02
370			All Other Companies	96631000	0.10	0.02
371		LO	Harley Davidson 100	95172000	0.10	0.02
372		Commonwealth	Montclair CW Ult 100	93953600	0.09	0.02
373		LO	Old Gold Lt KSF B Dsct	92895000	0.09	0.02
374		PM	Bronson PM 100	92652800	0.09	0.02
375		BW	Montclair Dsct B&W 100 M	92077400	0.09	0.02
376		BW	Kool Mld 100 M B	91024400	0.09	0.02
377		LG	L&M 100 (1)	89747800	0.09	0.02
378		RJR	Monarch KS NF	89457000	0.09	0.02
379		LG	Pvt Lbl Lig Ult KSF	89040000	0.09	0.02
380		PM	Best Buy Lt 100 M	87998600	0.09	0.02
381		LO	Old Gold 100 B Dsct	85955800	0.09	0.02
382		LO	Maverick Spcl Lt 100	85188000	0.09	0.02
383		PM	Bronson PM Lt 100	84816000	0.08	0.02
384		BW	Raleigh Extra Lt KSF	84101980	0.08	0.02
385		PM	Cambridge Lowest KSF Dsct	83476600	0.08	0.02
386		PM	Bristol 100	83298600	0.08	0.02
387		PM	Premium Buy Lt 100 M	80502400	0.08	0.02
388		PM	Best Buy Lt KSF	80429200	0.08	0.02
389		PM	Commander KS NF	79890460	0.08	0.02
390		PM	Best Buy KSF M	79824000	0.08	0.02
391		LG	Class A 100	79254000	0.08	0.02
392		RJR	Best Value Lt KSF M	78658600	0.08	0.02
393		BW	Kool 70 NF M	78461400	0.08	0.02
394		LO	Maverick Spcl Lt KSF	75858000	0.08	0.02
395		LG	Class A KS NF	75078000	0.08	0.02
396		PM	Genco 100 M	75018600	0.08	0.02
397		PM	Premium Buy KSF	74920600	0.07	0.02
398		RJR	More Lt 100 B	74544800	0.07	0.02
399		PM	Bristol Lt 100	74392200	0.07	0.02
400		PM	Marlboro Lt KSF B 1/2 Ctn	73108400	0.07	0.02
401		PM	Players Lt 100 25	72829460	0.07	0.02
402		PM	Genco Lt KSF M	72769200	0.07	0.02
403		RJR	Camel Lt 99 B	71926200	0.07	0.01
404		LG	Pvt Lbl Lig KSF M	71917800	0.07	0.01
405		RJR	Best Value 100 M	71707800	0.07	0.01
406		PM	Bristol KSF	71218800	0.07	0.01
407		LG	Class A Lt KSF M	70998000	0.07	0.01
408		LO	True Ult KSF B	70698000	0.07	0.01
409		LO	Maverick Spcl Lt KSF B	68904000	0.07	0.01
410		LO	Newport Str 100 M B	67493400	0.07	0.01
411		PM	Marlboro KSF B 1/2 Ctn	65594600	0.07	0.01
412		BW	Tareyton Lt 100	65481200	0.07	0.01
413		LO	Newport Slm Lt 100 M B (2)	65465600	0.07	0.01
414		PM	Bronson PM Ult 100	64824000	0.06	0.01
415		RJR	More Lt 100 M B	63497400	0.06	0.01
416		RJR	Best Value Ult KSF	62732200	0.06	0.01
417		PM	Marlboro Lt KSF 1/2 Ctn	62020800	0.06	0.01
418		BW	Barclay Ult KSF B	61849000	0.06	0.01
419		RJR	Kamel Red KSF B	61782000	0.06	0.01
420		LO	Newport KSF M 10 20Pk	61019800	0.06	0.01

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Year-ending 1996 Sales (MSA Shipment Volumes)

BW=Brown Williamson, CW=Commonwealth, LG= Liggett, LO=Lorillard, PM=Philip Morris, RJR=Reynolds

Rank	C)	Manufacturer	Brand	Millions	Billions	Share (%)
421		Commonwealth	Montclair CW Lt 100 M	60418200	0.06	0.01
422		LO	Harley Davidson Lt 100	59268000	0.06	0.01
423		PM	Daves Lt KSF B	58416000	0.06	0.01
424		PM	Bristol Lt KSF	58375600	0.06	0.01
425		PM	Best Buy KS NF	58320000	0.06	0.01
426		RJR	Kamel Red Lt KSF B	57732000	0.06	0.01
427		RJR	Monarch KSF B	57034600	0.06	0.01
428		PM	Multifilter Lt KSF (C)	56896400	0.06	0.01
429		LG	Class A KSF	56808000	0.06	0.01
430		RJR	Sterling Dsct Lt 100	55961400	0.06	0.01
431		PM	Bronson PM KSF	55464200	0.06	0.01
432		LG	Lark 100 (C)	55332000	0.06	0.01
433		PM	Parliament Lt 100 M B	55235800	0.06	0.01
434		PM	Marlboro KSF 1/2 Ctn	54826400	0.05	0.01
435		BW	Viceroy Dsct Lt KSF B	53911800	0.05	0.01
436		PM	Daves KSF B	53624000	0.05	0.01
437		BW	Montclair Dsct B&W Lt KSF B	53265880	0.05	0.01
438		RJR	Monarch Lt KSF B	53148000	0.05	0.01
439		LO	True Ult 100 B	52770000	0.05	0.01
440		RJR	Magna KSF Dsct	52049800	0.05	0.01
441		RJR	Magna Lt KSF Dsct	51845000	0.05	0.01
442		LG	Pvt Lbl Lig 100 M Wt	50395200	0.05	0.01
443		BW	Montclair Dsct B&W KSF B	50333400	0.05	0.01
444		LO	Max 120 M	49212000	0.05	0.01
445		BW	Carlton Ult KSF M B	49002400	0.05	0.01
446		PM	All American Ult 100	48956600	0.05	0.01
447		PM	Rothmans Blue KSF B (2)	48208200	0.05	0.01
448		RJR	Sterling Dsct 100 M	48066000	0.05	0.01
449		PM	Bronson PM Lt KSF	48060000	0.05	0.01
450		PM	Best Buy Lt KSF M	47965000	0.05	0.01
451		RJR	Sterling Dsct Lt 100 M	47733400	0.05	0.01
452		LG	Chesterfield 70 NF	47663800	0.05	0.01
453		LG	Pyramid 100 M	45431960	0.05	0.01
454		PM	GPA 100	45334200	0.05	0.01
455		PM	Best Buy Ult KSF	44892400	0.04	0.01
456		BW	Silva Thins Lt 100 B	44371200	0.04	0.01
457		PM	Bristol Lt 100 M	44269840	0.04	0.01
458		PM	Players Lt 100 M 25	44210000	0.04	0.01
459		PM	Bronson PM Lt 100 M	44052000	0.04	0.01
460		PM	Genco KSF M	43188000	0.04	0.01
461		Commonwealth	Montclair CW Lt KSF	42574400	0.04	0.01
462		LO	Kent Lt KSF B	42373000	0.04	0.01
463		PM	Premium Buy Lt KSF	41984600	0.04	0.01
464		LO	Newport Str 100 NM B	41928000	0.04	0.01
465		BW	American Light 100 Dsct	41561200	0.04	0.01
466		LG	Class A Ult 100 M	39984000	0.04	0.01
467		RJR	Best Value KS NF	39022600	0.04	0.01
468		RJR	Magna KSF B Dsct	38820000	0.04	0.01
469		Commonwealth	Montclair CW KSF	38267000	0.04	0.01
470		PM	Genco KS NF	37917000	0.04	0.01
471		LG	Class A Ult KSF	37884000	0.04	0.01
472		LO	Kent III 100 B	37674000	0.04	0.01
473		PM	GPA KSF	37586600	0.04	0.01
474		RJR	Winston Ult KSF B	37494000	0.04	0.01
475		PM	Bristol Ult 100	37474000	0.04	0.01
476		BW	Viceroy Dsct Ult 100	37459200	0.04	0.01
477		BW	Pall Mall Red KSF	37326800	0.04	0.01
478		LO	Old Gold KS NF Dsct	36795000	0.04	0.01
479		RJR	Magna Lt KSF B Dsct	36660000	0.04	0.01
480		RJR	Doral KSF M B Dsct	36324000	0.04	0.01

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Year-ending 1996 Sales (MSA Shipment Volumes)

BW=Brown Williamson, CW=Commonwealth, LG=Liggett, LO=Lorillard, PM=Philip Morris, RJR=Reynolds

Rank	Cl	Manufacturer	Brand	Millions	Billions	Share (%)
481		BW	Tall 120	36089800	0.04	0.01
482		RJR	Best Value KSF M	35472000	0.04	0.01
483		RJR	Winston Ult 100 B	35346000	0.04	0.01
484		LO	Kent Golden Lt 100 M	34833000	0.03	0.01
485		PM	Bucks Lt KSF Dsct	33684600	0.03	0.01
486		LO	Style Lt 100 ND	32760000	0.03	0.01
487		LO	Newport 100 M 10 20Pk	32608800	0.03	0.01
488		BW	Raleigh Extra Ult 100	31763600	0.03	0.01
489		BW	Richland 20 KSF M	31541000	0.03	0.01
490		RJR	Salem Preferred Lt 100 M	31540800	0.03	0.01
491		RJR	Sterling Dsct Ult 100 M	31236000	0.03	0.01
492	R	LG	Quality Lt 100	30912000	0.03	0.01
493		PM	Premium Buy KS NF	30879800	0.03	0.01
494		RJR	Winston Select 100	30522000	0.03	0.01
495		PM	GPA Ult 100	30363000	0.03	0.01
496		PM	Bucks KSF Dsct	30295800	0.03	0.01
497		BW	Raleigh KS NF	30107800	0.03	0.01
498		PM	Bronson PM 100 M	29968000	0.03	0.01
499		RJR	Sterling Dsct Ult 100	28836000	0.03	0.01
500		RJR	Sterling Dsct 100	28301400	0.03	0.01
501		RJR	Winston Select 100 B	28200000	0.03	0.01
502		LO	Satin Lt 100	28137000	0.03	0.01
503		PM	Players Black Lt KSF B	27677500	0.03	0.01
504		LG	Pyramid KSF M	27582000	0.03	0.01
505		LO	Style Lt 100 M ND	27528000	0.03	0.01
506		PM	GPA Lt 100	27423400	0.03	0.01
507		BW	Richland 20 100	27296600	0.03	0.01
508		PM	F&L Lt 100	27144800	0.03	0.01
509		PM	Bronson PM Ult KSF	27096000	0.03	0.01
510		LO	Newport Ice KSF M	26880000	0.03	0.01
511		PM	GPA 100 M	26803600	0.03	0.01
512		BW	Tareyton Lt KSF	26397000	0.03	0.01
513		RJR	Century Lt KSF 25	26010500	0.03	0.01
514		BW	Pall Mall Red 100	25501200	0.03	0.01
515		PM	Premium Buy Ult KSF	25443200	0.03	0.01
516		BW	Raleigh Extra KS NF	25209380	0.03	0.01
517		BW	Pall Mall Lt 100	24980760	0.02	0.01
518		PM	F&L Ult 100	24943000	0.02	0.01
519		PM	Players Black Lt 100 B	24529000	0.02	0.01
520		LG	Quality Lt 100 M	24396000	0.02	0.01
521		PM	Bristol KS NF	24320400	0.02	0.01
522		PM	Bristol Lt KSF M	23888400	0.02	0.00
523	R	LG	Quality Ult 100	23472000	0.02	0.00
524		RJR	Century KSF 25	23399750	0.02	0.00
525		LG	Pvt Lbl Lig Slm Lt 100 M B	23346000	0.02	0.00
526		BW	Richland 20 KSF	23223000	0.02	0.00
527	R	LG	Quality 100	23172000	0.02	0.00
528		BW	Raleigh Lt KSF	23099400	0.02	0.00
529		PM	Premium Buy Lt KSF M	22668000	0.02	0.00
530		PM	GPA Lt KSF	22355940	0.02	0.00
531		LO	Newport Ice 100 M	22326000	0.02	0.00
532		PM	Players Black Lt KSF M B	22253880	0.02	0.00
533		RJR	Salem KSF M B (3)	22230000	0.02	0.00
534		RJR	Century Lt 100 M 25	22179500	0.02	0.00
535		PM	All American Lt 100	21894400	0.02	0.00
536		PM	Rothmans Red Mld KSF B (2)	21093600	0.02	0.00
537		PM	All American 100	20641400	0.02	0.00
538		PM	GPA Lt 100 M	20439600	0.02	0.00
539		PM	All American KSF	20189400	0.02	0.00
540		LO	Newport Ice Lt KSF M B	20082000	0.02	0.00

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Year-ending 1996 Sales (MSA Shipment Volumes)

BW=Brown Williamson, CW=Commonwealth, LG=Liggett, LO=Lorillard, PM=Philip Morris, RJR=Reynolds

Rank	Cl	Manufacturer	Brand	Millions	Billions	Share (%)
541		PM	Best Buy 100 B	20064000	0.02	0.00
542		LG	Pvt Lbl Lig Slm Ult 100 B	19740000	0.02	0.00
543		LO	Satin Lt 100 M	19485000	0.02	0.00
544		PM	All American Lt 100 M	19368800	0.02	0.00
545		PM	Marlboro Medium KSF B 1/2 Ctn	18770200	0.02	0.00
546		Commonwealth	Montclair CW Lt KSF M	18665800	0.02	0.00
547		PM	Bronson PM Lt KSF M	18360000	0.02	0.00
548		BW	Raleigh Lt 100	18220800	0.02	0.00
549		LG	Quality Lt KSF	18060000	0.02	0.00
550		BW	Raleigh Extra Lt 100 M	17750200	0.02	0.00
551		PM	Bronson PM KSF M	17592000	0.02	0.00
552		PM	GPA KSF M	17568000	0.02	0.00
553		BW	Richland 20 100 M	17523000	0.02	0.00
554		RJR	Monarch Lt KSF M B	17364000	0.02	0.00
555		PM	Genco KSF B	17232000	0.02	0.00
556		Commonwealth	Montclair CW Ult KSF	17220000	0.02	0.00
557		PM	Best Buy KSF B	17166800	0.02	0.00
558		PM	All American Lt KSF	17056200	0.02	0.00
559		PM	Players Black Lt 100 M B	17028540	0.02	0.00
560		BW	Tareyton KS NF	16997600	0.02	0.00
561		LG	Covington 100	16908000	0.02	0.00
562		RJR	Pvt Lbl RJR Lt 100 B	16692000	0.02	0.00
563		PM	F&L Lt KSF B	16496000	0.02	0.00
564		LO	Kent Golden Lt 100 B	16395000	0.02	0.00
565		PM	All American Ult KSF	16309600	0.02	0.00
566		LG	Pvt Lbl Lig Slm Lt 100 B	16212000	0.02	0.00
567		PM	Bronson PM KS NF	15432000	0.02	0.00
568		PM	GPA Ult KSF	15421200	0.02	0.00
569		LG	Covington Lt 100	15108000	0.02	0.00
570		BW	Silva Thins Lt 100 M B	15061800	0.02	0.00
571		PM	Genco 100 B	14844000	0.01	0.00
572		LO	Style Sl Lt 100 B ND	14652000	0.01	0.00
573		RJR	Monarch KSF M B	14532000	0.01	0.00
574		Commonwealth	Montclair CW 100 M	14375800	0.01	0.00
575		PM	Genco Lt KSF B	14100600	0.01	0.00
576		PM	All American Lt KSF M	14026655	0.01	0.00
577		RJR	Export A Lt 72 B 25 8Pk	13992000	0.01	0.00
578		PM	Gridlock 100	13932000	0.01	0.00
579		BW	Riviera B&W 100 M B	13822600	0.01	0.00
580		LO	Style Sl Lt 100 M B ND	13734000	0.01	0.00
581		PM	F&L Lt 100 M	13728000	0.01	0.00
582		PM	GPA KS NF	13560000	0.01	0.00
583		LG	Covington Ult 100	13416000	0.01	0.00
584		PM	GPA Lt KSF M	13320000	0.01	0.00
585		PM	B&H KSF B	13173000	0.01	0.00
586		LO	Kent Golden Lt KSF M	13053000	0.01	0.00
587		PM	Marlboro Medium KSF 1/2 Ctn	13026400	0.01	0.00
588		PM	Alpine Dsct Lt M B	12576800	0.01	0.00
589		LO	Triumph Ult KSF	12471000	0.01	0.00
590		LG	Quality Lt KSF M	12360000	0.01	0.00
591		PM	Gridlock Ult 100	12348000	0.01	0.00
592		BW	American Light KSF Dsct	12209000	0.01	0.00
593		PM	Generals KSF	11760000	0.01	0.00
594		PM	Generals 100	11604000	0.01	0.00
595		LG	Pvt Lbl Lig KSF B	11520000	0.01	0.00
596		BW	Malibu B&W Lt 100 M	11339600	0.01	0.00
597		PM	F&L Lt KSF	11328000	0.01	0.00
598		PM	PM Intnl 100 B	11268000	0.01	0.00
599		PM	Best Buy 100 M B	11046000	0.01	0.00
600		PM	Commander 70 NF	10650800	0.01	0.00

Source: https://www.industrydocuments.ucsf.edu/docs/tymk0001

Year-ending 1996 Sales (MSA Shipment Volumes)

BW=Brown Williamson, CW=Commonwealth, LG=Liggett, LO=Lorillard, PM=Philip Morris, RJR=Reynolds

Rank	Cl	Manufacturer	Brand	Millions	Billions	Share (%)
601		LG	Quality KS NF	10620000	0.01	0.00
602		RJR	Salem Preferred 100 M	10542000	0.01	0.00
603		LG	Covington Lt 100 M	10523800	0.01	0.00
604		PM	Gridlock KS NF	10461000	0.01	0.00
605		PM	Players Lt KSF 25	10398500	0.01	0.00
606	R	LG	Quality KSF	10344000	0.01	0.00
607		PM	Gridlock Lt 100	10236000	0.01	0.00
608		LO	Kent Golden Lt KSF B	10140000	0.01	0.00
609		LO	Style Lt 100 B ND	10122000	0.01	0.00
610		RJR	Kamel Menthe KSF M Slide B	9791400	0.01	0.00
611		PM	Players Navy KSF B	9552000	0.01	0.00
612		RJR	Sterling Dsct Slm Lt 100 M B	9552000	0.01	0.00
613		PM	Players Navy Lt KSF B	9534000	0.01	0.00
614		LO	Style Lt 100 M B ND	9258000	0.01	0.00
615		RJR	Kamel Menthe Lt KSF M Slide B	9029400	0.01	0.00
616		BW	Malibu B&W Lt 100	8940000	0.01	0.00
617		RJR	Sterling Dsct Slm Lt 100 B	8916000	0.01	0.00
618		Commonwealth	Montclair CW Lt KSF B	8868000	0.01	0.00
619		LG	Pvt Lbl Lig Lt KSF B	8784000	0.01	0.00
620		RJR	Planet Lt KSF B	8748000	0.01	0.00
621		BW	Lucky Strike KSF B	8678200	0.01	0.00
622		RJR	Export A 72 B 25 8Pk	8325000	0.01	0.00
623		BW	Riviera B&W KSF M B	8118000	0.01	0.00
624		PM	Big Money Lt 100 M	7859000	0.01	0.00
625		PM	Gridlock KSF	7800000	0.01	0.00
626		RJR	Export A Med 72 B 25 8Pk	7747400	0.01	0.00
627		PM	Bristol Lowest 100	7740000	0.01	0.00
628		Commonwealth	Montclair CW KSF B	7643800	0.01	0.00
629		PM	F&L 100	7560000	0.01	0.00
630		LG	L&M KSF B	7452000	0.01	0.00
631		PM	Alpine Dsct KSF M B	7249400	0.01	0.00
632		LG	Covington KSF	7188000	0.01	0.00
633		RJR	Planet KSF B	7158000	0.01	0.00
634		RJR	Export A Ext Lt 72 B 25 8Pk	7004400	0.01	0.00
635		BW	Malibu B&W Ult 100	6868800	0.01	0.00
636		BW	Riviera B&W 100 M	6822000	0.01	0.00
637		BW	American Filter 100 Dsct	6716000	0.01	0.00
638		LG	Blk&Yllw Ult 100	6660000	0.01	0.00
639		LG	Blk&Yllw 100	6552000	0.01	0.00
640		RJR	Bee KSF B	6437800	0.01	0.00
641		BW	Tall 120 M	6382800	0.01	0.00
642		BW	Special 10 B&W 100 B	6275100	0.01	0.00
643		LG	Federated KS NF	6252000	0.01	0.00
644		PM	English Ovals KS NF B	6134600	0.01	0.00
645		LG	Federated Lt KSF	6132000	0.01	0.00
646		BW	Special 10 B&W Mld 100 M B	6035700	0.01	0.00
647		RJR	Bee Lt KSF B	6012000	0.01	0.00
648		PM	Generals Lt 100	5976000	0.01	0.00
649		LG	Covington Lt KSF	5940000	0.01	0.00
650		LG	Federated Lt 100	5892000	0.01	0.00
651		PM	All American KS NF	5590800	0.01	0.00
652		LG	Blk&Yllw Lt 100	5508000	0.01	0.00
653		PM	Players Lt KSF M 25	5400500	0.01	0.00
654		LG	Class A KSF M	5400000	0.01	0.00
655		LO	Triumph Ult KSF M	5355000	0.01	0.00
656		PM	Players 70 NF B	5300200	0.01	0.00
657		PM	Generals Lt 100 M	5076000	0.01	0.00
658		PM	Money Lt KSF M	5003000	0.01	0.00

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